



Lone Star Region  
National Model Railroad  
Association

## The Art of Lionel

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# Good to see people have a basic understanding of railroads



# The Art of Lionel

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- Lionel Paper Train
- Lionel Produced Magazines
- Sources of Other Lionel Paper Trains
  - Art Department
    - Catalogues
    - Marketing Flyers
    - Advertisement
  - Production Department
    - Train Graphics
    - Packing
  - Service Department
    - Instruction Manuals



# The Lionel Paper Train

During World War II, government-mandated restrictions on the use of various metals halted production of all metal toys in favor of the war effort. Lionel, seeking an alternative product to keep the brand name alive during the war, sought the assistance of Samuel Gold, a designer of various novelties including cereal and soft drink premiums. Gold made an agreement with Lionel and completed a design for an all-paper product train in March 1943. It was sold for a retail price of \$1 for the 1943 Christmas season, but disappeared soon afterwards due to poor customer response. Lionel began manufacturing its conventional products again beginning in late 1945.



# Features of the Lionel Paper Train



The paper train came in a flat box containing several sheets of heavy cardstock measuring 11 x 15 inches, on which was printed the various pieces of the set. The finished set included a steam locomotive, tender, boxcar, gondola, and caboose; all decorated for the fictional Lionel Lines. There were also three railway employees, a crossing signal, a crossing gate, and enough ties and rails to create a circle of track measuring 16 feet, 4 inches in circumference. In total, there were over 250 paper parts, 21 wooden dowel axles, and 42 corresponding pasteboard wheels.

# Features of the Lionel Paper Train

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Although the set did well financially, the frustrating assembly process involved left many consumers dissatisfied. The train was designed to be put together without cutting pieces out yourself or using any adhesive whatsoever. Once finally put together, nothing kept the pieces from coming apart. As a result, the paper train overwhelmed many people, and often parents simply gave up on assembling the train and threw it out.



# Current Value/Reproduction

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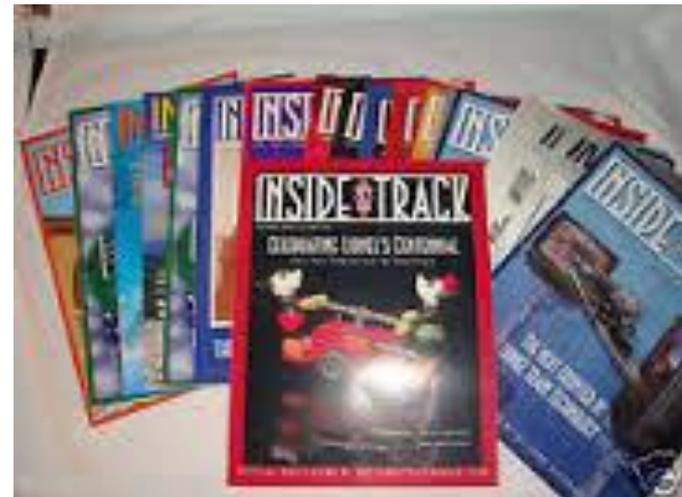
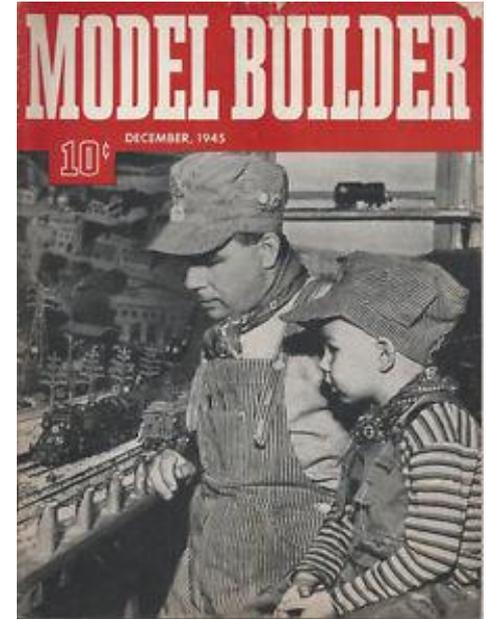
- Today, original unassembled paper trains sell for around \$300 in like-new condition, and up to \$400 in perfect, mint condition.
- Greenberg Publishing Company of Sykesville, MD. offered a reproduction set in 1981. The reproduction can be distinguished from an original by examining the print - Lionel's model used four-color ink only, while the reproduction also makes use of regular black ink. Also the while the original set was die-cut so pieces could be easily punched out and scored for easy folding, the reproduction set is not pre-cut or scored. The reproduction set also did not include the wooden axles.



# Lionel Produced Magazines

Lionel produced its own magazines to market train products to a generation of boys

- Lionel Magazine – 1930 – 1936
- Lionel Model Builder – 1937 – 1949
- Lionel Railroader Club - Inside Track – 1976-2006



# Art Department Paper

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- Catalogs – aka Lionel's Wish Books
  - Lionel catalogs have always been marketing tools to convince the public that youngsters needed Lionel trains
  - The text of advertisements was strong and direct
  - The lasting message that Lionel wished to convey came through in artwork, images of fathers and sons, of boy and locomotive engineers, of lads with their hands on the throttle as they prepared for manhood
  - Helped Lionel show that a train was essential to a happy and productive childhood



# Catalogs

- Dreams of Ambition 1900 -1923

**GREAT VALUE IRON FLOOR TRAINS.**  
**BEST OF MATERIALS. HIGH CLASS WORKMANSHIP AND BEAUTIFULLY FINISHED.**  
**MINIATURE FREIGHT TRAINS.**



Consisting of iron locomotive with one drive wheel and tender, one gravel car, one live stock car and one closed merchandise car, beautifully painted and colored in bright colors. Length of train, 31 inches. A toy that every child will be pleased with. Not the cheap tin trains sold by many concerns but a really high class item. Shipping wt., 2½ lbs. **98c**  
 No. 88926 Price.....

Same as the above and containing the same number of cars but smaller in size, beautifully finished in enamel-like colors. Length of train, 25 inches. Shipping wt., 1½ lbs. A train really selling at 75 cents. **47c**  
 No. 88927 Our price.....

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**MINIATURE PASSENGER TRAINS.**



Consisting of iron locomotive and tender, enameled in black, red and gold decorations, with baggage, passenger and drawing room cars enameled in bright colors. Length of train, 31 inches. Wonderful value at the quotations given. Shipping wt., 2½ lbs. **98c**  
 No. 88930 Price.....

Same as the above but smaller size, containing the same number of cars, all beautifully finished. Length of train, 25 inches. Shipping wt., 1½ lbs. **47c**  
 No. 88932 Price.....



# Catalogs

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- Dreams of Consumption 1920 -1933



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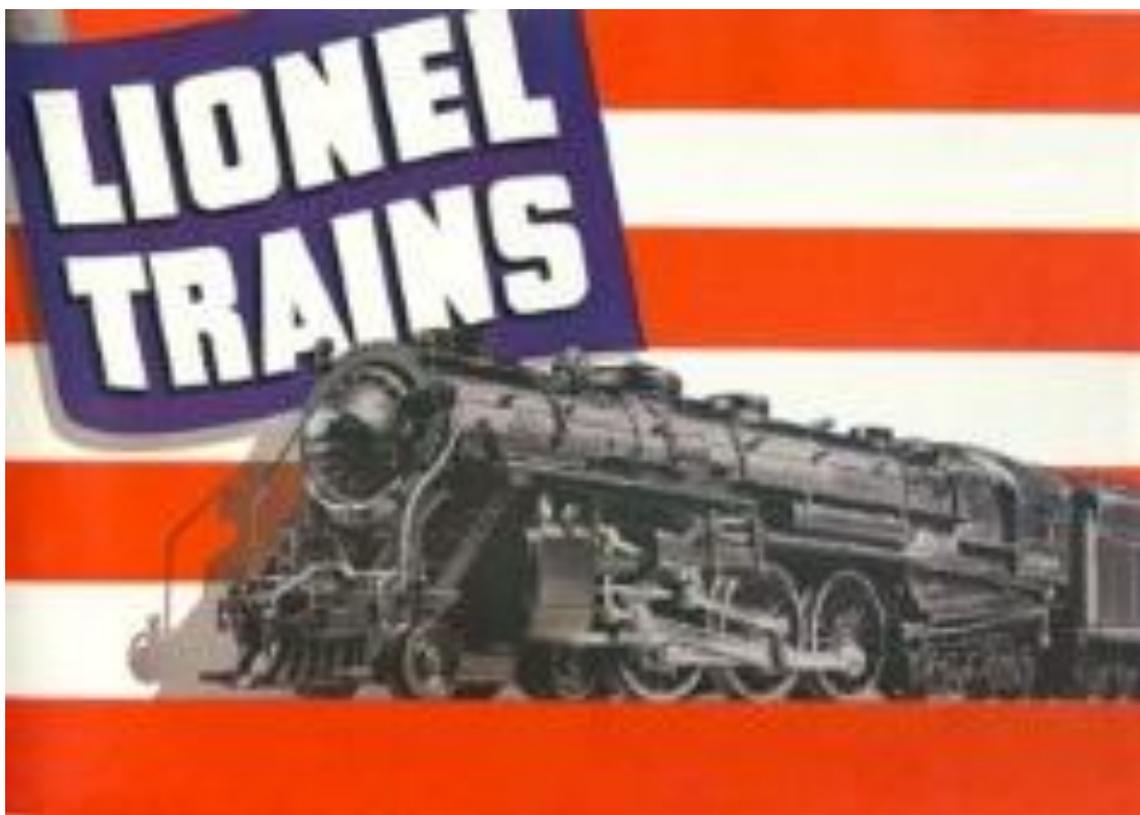
Lionel 1920 Catalog



# Catalogs

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- Dreams of Authority 1931 - 1947



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Lionel 1942 Catalog



# Catalogs

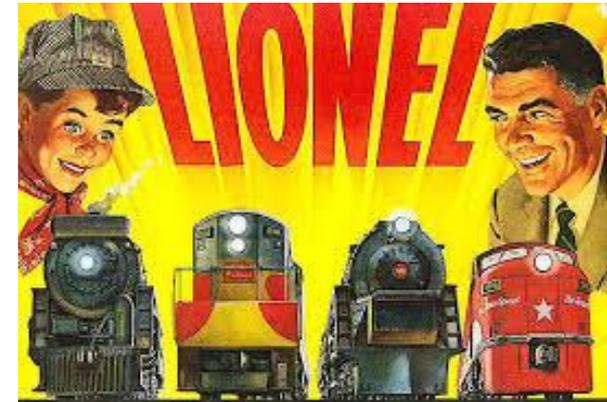
- Dreams of Security 1946 - 1964



Lionel 1952 Catalog



Lionel 1953 Advance Catalog



Lionel 1954 Catalog

# Catalogs

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- Like the Saturday Evening Post use of Norman Rockwell's pictures, Lionel used big name artists for some of their catalog artwork
  - Raymond L. Thayer
  - Bertram Goodman
  - Joseph Adda
  - Walter Beach Humphrey (depicted what became known as Humphrey's boys)

# Catalogs

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- Dreams of Nostalgia 1961 - 1993



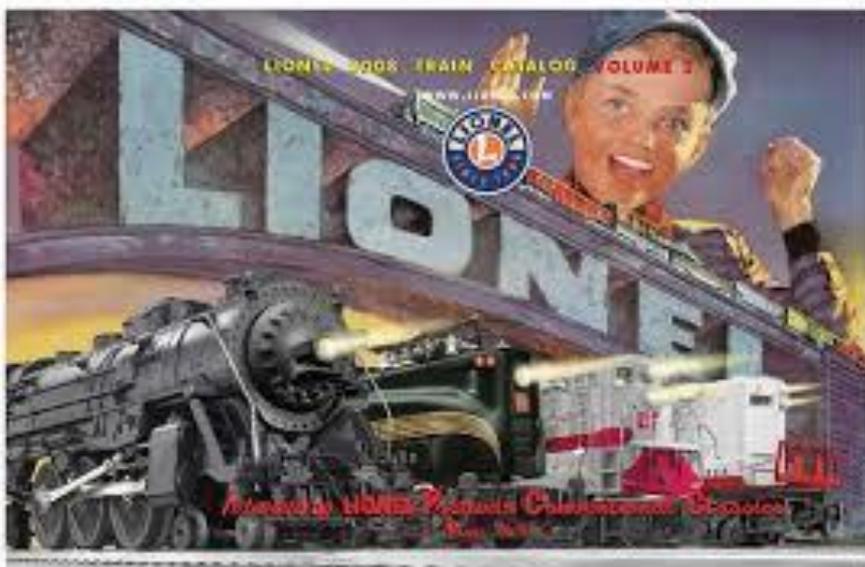
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Lionel 1997/1999 Catalogs

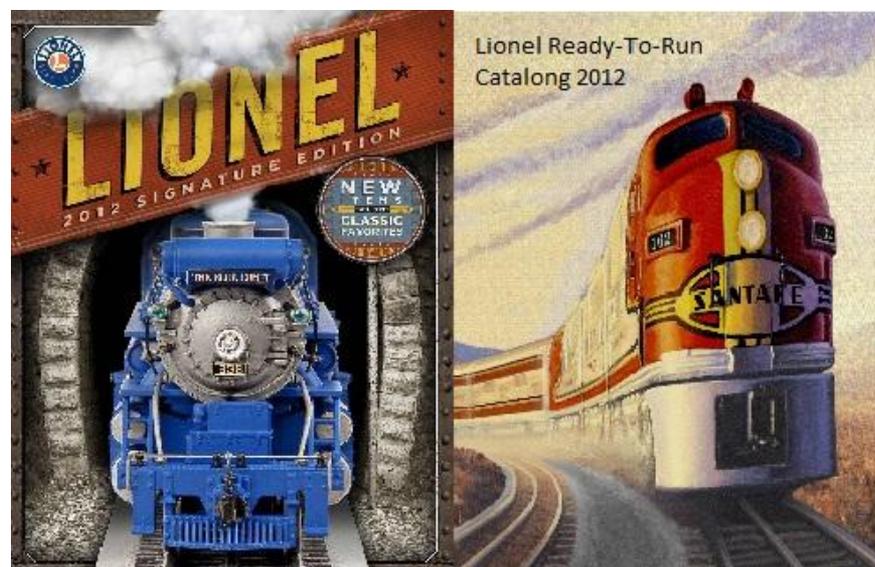


# Catalogs

- Dreams of Tomorrow 1990 - Present



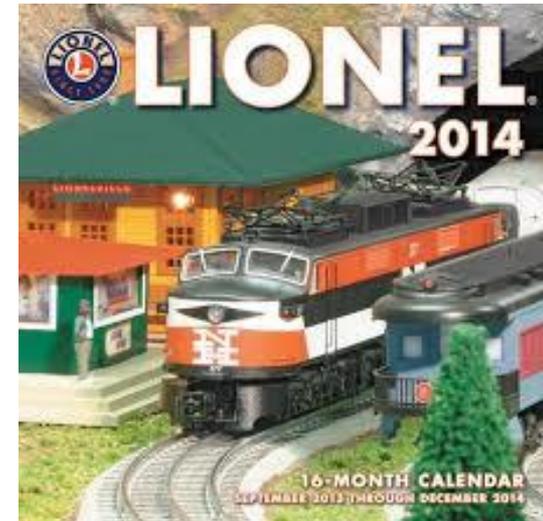
Lionel 2008 Catalog



Lionel 2012 Catalog

# Art Department

- Marketing Flyers



- Dealer displays

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# Art Department

## Advertisements

- Lionel was the first toy train manufacturer to place color advertisements metropolitan newspapers during the holiday season
- Also included placements in comic books

**Boys, Get That Real R.R. Engineer's Thrill**

THAT COMES ONLY WITH

# LIONEL TRAINS

WANT A REAL ENGINEER'S CAP LIKE THIS? SEE EXTRA SPECIAL COUPON OFFER BELOW

Special and Extra Special Coupon Offers... Get yours in Now!

Yes-siree, when a boy wants trains he means Lionel trains. The only trains that look and sound and perform like the real thing, the only trains with real R.R. Knuckle Couplers, Die-Cast Trucks, Solid Steel Wheels and built-in Two-Tone Whistles. The most realistic of smoke-puffing steam locomotives. The most authentic Diesels. See them at your Lionel Dealer's and take Dad along. That's the way to make your Lionel Christmas dream come true. Do it now!

Follows, the most wonderful Train Book in the world is the Lionel Catalog. And it's a smart thing to leave around the house where Dad can see it. Get yours now. Take advantage of these coupon offers!

**EXTRA-SPECIAL COUPON OFFER!**

**SPECIAL COUPON OFFER!**

LIONEL TRAINS, P.O. Box 9, Dept. K, N. Y. 46, N. Y.

I enclose 25¢ for catalog offer below—

1. The new 26-page full color Lionel catalog
2. Rule Book (including signals) for Model Railroaders.

OR

I enclose 50¢ for catalog offer above plus engineer's cap

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

*Check out the box*

*Official Engineer's Cap in striped denim, plus R.R. emblem to color to wear on it, together with Catalog, Rule Book and Building Kit all for only 50¢!*

*ALL 60-50¢*

## EMPIRE BUILDERS

JOE AND HIS DAD ACT AND FEEL LIKE MILLIONAIRE RAILROAD OWNERS!

NOW HOW ABOUT PUTTING IN THAT NEW SIDING AT GRAND JUNCTION?

GOOD IDEA! FREIGHT TRAFFIC IS SURE BUILD UP...

GRAND JUNCTION, HONORARY IN THE AMERICAN DIESEL RAILROAD SOCIETY AT LIONEL'S GREAT SPECIAL MARKET!

WHY NOT GET THE NEWEST DIESEL IN THE MARKET THIS TRAIN!

HERE'S YOUR LIONEL RAILROAD SET!

WATCH HER BACK INTO THE SIDING!

LOOK AT THOSE BIG NEW LIONEL FREIGHT CARS!

THAT NEW ENGINEER'S HORN! HE'S SURE BEARING THE DAD!

YES, YOUR BOY'S BUILDING A BIGGER AND BETTER RAILROAD EMPIRE... WITH LIONEL TRAINS AND ACCESSORIES!

**SPECIAL COUPON OFFER**

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

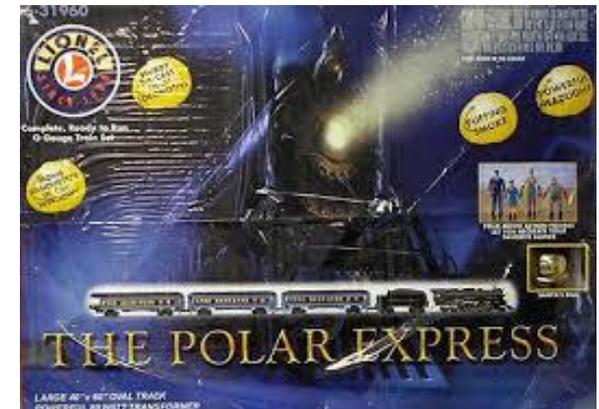
Give Your Boy the Christmas Joy that grows through the Years...

LOOK! HEY A REAL ENGINEER'S CAP LIKE THIS FOR YOUR BOY, SEE COUPON BELOW!

# LIONEL TRAINS

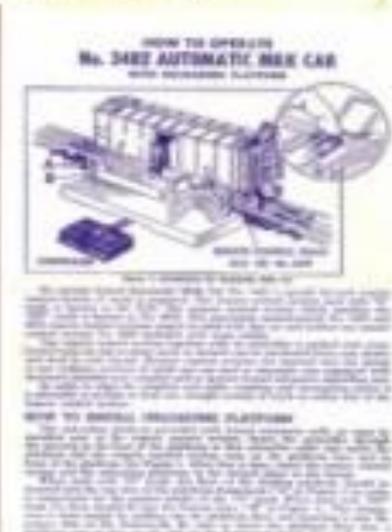
# Production Department

- Graphics on trains – prototypical to whimsical





# Service Department



Unquestionably, the hottest Lionel collector market during the past decade is original Lionel instruction sheets. As recently as the 1990's, there was marginal interest in an instruction sheet. Today, however, any collector grade instruction sheet -- whether for a locomotive, freight car, accessory or set -- remains in demand. The instruction sheet market remains popular for both new and seasoned collectors. First, it's one of the few remaining collector markets with limited printed documentation. Secondly, collectors can still locate rare or unusual items for a reasonable price. Finally, compiling an extensive collection does not require a second mortgage.



# Other Lionel Paper Trains



Stock Certificates –  
Lionel stock certificates  
featured many paper  
trains

Lionel recognized early  
that artistic touches  
made Lionel stand out



# Lionel Logos

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- Many logos have been used for Lionel trains



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